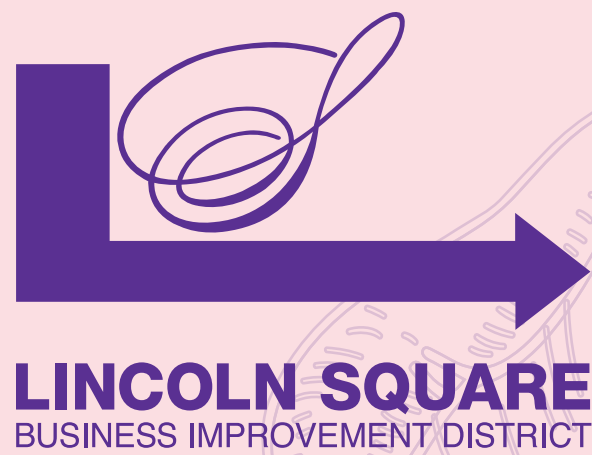




LINCOLN SQUARE
BUSINESS IMPROVEMENT DISTRICT

YOU CAN COUNT ON US!

Clean, Safe, Beautiful, Fun

Who planted the beautiful flowers on Broadway?
Who unfurled the big red umbrellas in the parks?
Who found my cellphone?
The Lincoln Square Business Improvement District (LSBID), of course.

Two decades ago and counting, the non-profit LSBID assumed its role as the inspired and tireless steward of the neighborhood's 84 Upper West Side block faces.

Every day of the year, the LSBID fulfills its singular but many-pronged mission to enhance the lives of all who live, work and visit Lincoln Square. An estimated yearly total of 25 million people!

Created by local property owners, businesses, residents, and nonprofit organizations, the LSBID supplements City services. A short walk reveals uniformed LSBID teams at work on sanitation, maintenance, security and beautification projects.

The LSBID's small 6 person staff keeps everything running smoothly, working closely with City agencies to solve problems either in need of immediate attention or longer-term solutions. On alert inside the office or out on the street, the staff watches and listens for issues that need addressing. Experience tells us that high winds bring down light fixtures, and heavy rains and snowfall make for difficult walking conditions.

The Clean Team covers every inch of the district several times a day and works hard to ensure that the heart of the district with the heaviest pedestrian traffic is always spotless. Some LSBID workers in the streets every day have been with us for as long as 20 years, others for 15 or more.

The Public Safety Officers and the LSBID staff pay close attention to quality of life issues such as bicyclists riding on sidewalks, the blocking of crosswalks by popcorn and ice-cream trucks, illegal vending, panhandling, and homeless individuals. We report these conditions to either 311 or the local precinct to be addressed, or to Goddard Riverside so that outreach teams can help the homeless find shelter and support services. Working together with the Clean Team, our Public Safety Officers also help the public by finding lost property and bringing it to the LSBID staff to locate the owner.

The LSBID staff focuses creative energy on devising marketing strategies to place Lincoln Square in the public eye. Twice-a-month e-newsletters let subscribers in on what's happening with local businesses, demonstrations and events that impact parking, and more. Among the biggest news are two annual events, orchestrated every year by the LSBID staff: the popular summer concert series at Richard Tucker Park, and the celebrated, over-the-top Winter's Eve extravaganza. The staff also keeps locals updated with social media accounts, an informative events calendar on the LSBID website, and a sizzle reel about Lincoln Square. The staff advocates on behalf of the neighborhood and stakeholders daily, attending and hosting community and government meetings and acting as a catalyst and champion for positive change throughout the district. The LSBID also works with our colleagues in other business improvement districts on citywide matters of mutual concern.

What we've learned over more than two decades is WE CAN COUNT ON YOU-our property owners, businesses, organizations, residents and volunteers, as well as City and elected officials. As stewards of Lincoln Square, the LSBID endeavors to create a strong sense of community. We thank you for making our neighborly mission a success!

GARBAGE IN GARBAGE OUT

3.2 TONS

of trash removed annually

115
Victor Stanley trash cans

79,047
bags
annually

4
BigBelly
Solar trash
compacting
units



Lincoln Square's

LIVELY LOCAL SCENE

Lincoln Square has it all, from gourmet food, to shopping, to cultural events. This past year, 21 new businesses opened or will open, joining:

58 delicious restaurants,
many with outdoor dining;

125 top-notch shopping and
personal service destinations,
including designer clothing stores, salons,
and home goods stores;

and **22,864** theater seats across

28 cultural venues—plus
20,629 residents,
35,680 students, and more!



100% CLEAN STREETS & SIDEWALKS!

Scorecard ratings from the
Mayor's Office of Operations

84 block faces
cleaned daily



SHOWTIME ON BROADWAY

The Green Keepers, a crew of 4, contracted from Goddard Riverside Community Center, clean Broadway's 10 islands (known locally as "malls") and their end caps 5 days a week, 45 hours Monday through Friday, 8:00 a.m. to 10:00 a.m.



TEAM SPIRIT

EXTRA EYES & EARS

The LSBID's Public Safety Officers, under contract with Summit Security, are Lincoln Square's ever-vigilant, ready to help eyes and ears. Uniformed officers' lists of daily concerns range from potholes and broken streetlights to social issues such as seeking professional help for emotionally disturbed or homeless individuals. When not attending to emergencies, the officers become goodwill ambassadors, readily providing the public with answers to questions and directions.

In an emergency, the officers report quality of life issues to 311 or 911. No more paper, our officers now track conditions electronically with SummitFast+.



You can depend on 10 PUBLIC SAFETY OFFICERS in uniform

7 days week
15 hours a day
9:00 a.m. to midnight

Gave **20,984**
directions

Stopped
711 bicyclists
from riding on
the sidewalk

1,226 reports
filed to 311



EDEN CALLING

From season to season, the LSBID's signature program supported by generous donors, creates a pageant of beauty. Pedestrians and drivers don't need a ticket to see the scene changes made throughout the year on Broadway's 10 area malls flowing from West 60th to West 70th Streets and in the two small Parks, Dante and Richard Tucker. A sustainable year-round balance of verdant shrubs and perennials constantly changes with the scene-stealing blooms of seasonal bulbs, perennials, and annual flowers.



OUR MISSION IS

to make Lincoln Square cleaner, safer, and more beautiful, and to undertake various improvement projects. We focus our efforts on supplemental sanitation and security services; the beautification of public spaces, malls, and parks; and the promotion and marketing of the area's diverse business and cultural offerings.

The LSBID acts as a catalyst, working with business, community, and city partners, to promote positive change in Lincoln Square. Our programs and initiatives are designed to foster tourism, and to showcase the rich and varied resources of this vibrant Upper West Side neighborhood.



MUSIC & YOGA

On Wednesdays at noon in July
and August, Lincoln Square's

FREE LUNCH TIME CONCERTS

entice the public to relax and savor
the music in Richard Tucker Park.
Accomplished musicians from the MTA's
MUSIC program play genres drawn from
around-the-world playlists. During
intermission, concertgoers can work on
further relaxation with chair yoga.

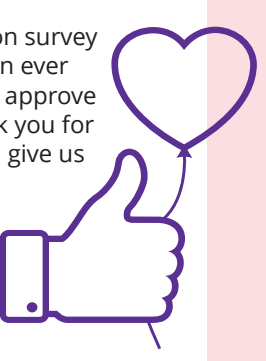
PLACES TO PARK & SMELL THE FLOWERS

Bright red umbrellas rising above
101 tables
205 chairs
66 flower-filled planters



96%

This year's customer satisfaction survey generated more responses than ever before and 96% of you heartily approve of what we are doing. We thank you for taking the time to weigh in and give us your suggestions on how we can better serve you.



206K UNIQUE VISITS TO LSBID WEBSITES

- **100,000** Map & Guides printed and distributed
- **25,000** reprints of *Where to Eat in Lincoln Square*
- **New banner** designs for area light poles
- **5,000** subscribers to The Link – the LSBID's newly re-designed e-newsletter

A BIG BID WELCOME

The BID's 3 Information Carts take their place in highly trafficked neighborhood areas. Every summer, staffed by knowledgeable and eager-to-help local students and senior citizens, the carts offer LSBID-created maps, restaurant and what-to-do-now guides. Look for the carts in Richard Tucker and Dante Parks, as well as near the Columbus Circle subway station.



8th BUSIEST SUBWAY STATION

The 59th Street/ Columbus Circle subway station is the 8th busiest subway station¹ in New York City with an annual ridership of **23,203,443** and just voted best station in NYC by rider reviews!²

¹ Source: MTA
² Source: Wall Street Journal

SNOW ANGELS

A blizzard? No problem!

It's not a snow day for the LSBID's Clean Team and Public Safety Officers. They're in uniform and on the job, clearing pathways, catch basins, and fire hydrants, and guiding pedestrians to safety.



40" OF SNOW

FAMILY FUN

"...made our rounds with five kids and the smiles and love seen on their faces was all worth the trip and time. The ice sculptor who created the Nutcracker in front of the Time Warner building was a big HIT!!!"
- Yelp review (2017)



WINTER'S EVE FOR THE TIME OF YOUR LIFE

Winter's Eve at Lincoln Square is the largest and the most anticipated holiday party in New York City. Now 18 years old and counting, Winter's Eve continues to average 25,000-plus revelers at each of its blockbusting extravaganzas.

Few seem able to resist a merry night of food and drink served up by 32 neighborhood restaurants, chart-topping entertainers and grin-inducing children's activities at 20+ venues. Orchestrated by the LSBID staff, more than 100 local businesses serve up lasting memories.

Respondents to the LSBID's 2018 survey singled out Winter's Eve for grateful write-in mentions.

Music in the air Winter's Eve 2018 headliners

- Micky Dolenz of The Monkees
- Broadway's Lea Salonga
- The Metropolitan Opera
- Alicia Svigals' Klezmer Fiddle Express
- Ikebe Shakedown
- The Café Wha? House Band
- Tim Kubart & the Space Cadets
- Shenel Johns & Brianna Thomas
- PBS Characters
- Jack Frost: The Original Freeze-meister
- Citigrass & The National Reserve
- And so many more talented performers!

For more Winter's Eve info, visit winterseve.nyc
Save the date for the
**19th Annual Winter's Eve on
Monday,
November 26, 2018!**





May 24, 2018

Dear Friends and Neighbors:

This was a boldface year for the Lincoln Square Business Improvement District (LSBID). With the unflinching support of each and every one of you, we celebrated 20 years of daily service to the Lincoln Square neighborhood and renewed our contract with the City of New York. We marked our milestone year with a festive party where we honored three founding Board members, and reminisced with new and old friends about Lincoln Square's amazing transformation. Other noteworthy accomplishments include the implementation of Salesforce, the redesign of our e-newsletter-The Link, digital reporting for public safety, and the official renaming of Richard Tucker Park. We're pleased, too, that several new Board members—Dr. Hank Foley (NYIT), Gavin Berger (Lincoln Center) and Scott Griffith (The Empire Hotel)—have joined our dynamic Board.

Officially, now in our 21st year, we see Lincoln Square thriving and growing in all directions. Several new residential and mixed-use buildings are in various stages of development; and 4 new restaurants are opening. Two restaurants take their place at Time Warner Center: Momofuku Noodlebar and Bluebird. Look around town for two more: a Michelin two-star Japanese omakase restaurant, as well as a cozy farm-to-table eatery. And, just south of our boundaries, a new Nordstrom Men's Store opened with designer shoes and hip clothing for men.

A strong financial framework is essential to our continuing success, as it enables us to meet the challenges of rising wages and increased demands for services. We have always tried to pay decent wages to those who pick up and bag litter, sweep the sidewalks, shovel snow, patrol the district and help the public.

When we last went for an increase from the City Council in FY 2014, the minimum wage was \$8 per hour, and we paid our workers more than the minimum wage. At the end of 2018, the new minimum wage will be \$15, which results in an 87.5% increase to the minimum wage. This year alone, wages increased 15%. Approximately 60% of our assessment revenue goes to keeping Lincoln Square clean, well maintained, and safe. To pay increased wages and not cut back on our services and programs, our Board has approved a request to the City Council to increase our assessment from \$2.5 to \$3.2 million, to be phased in, with careful budgeting, over several years.

The Board has also approved a FY 2019 budget with an assessment of \$2.6 million—a \$100,000 over our authorized assessment level of \$2.5 million which will require a supplemental billing of an additional \$100,000 once our requested increase has been approved. Next year, property owners and businesses will see assessments increase by \$0.02 - \$0.04 per square foot over the FY 2018 assessment of \$2.4 million. The new rates will be approximately \$0.22 for garage, \$0.49 for commercial and \$0.53 for retail. Many thanks go to our superb staff, the Board of Directors and our many City partners—all of whom help make our neighborhood the best it can be.

We count on you and you can count on us.

Sincerely,

Monica & Gary

Monica Blum

President

Gary Jacob

Chairman



LSBID COUNTS ON YOU! THANK YOU!

Behind Lincoln Square BID's every success flows an unflagging spirit of generosity and concern from its many supporters. Time and time again we rely upon our constant supporters for direction and assistance. And each time, we are amazed at the overwhelmingly positive responses.

The LSBID staff and Board of Directors are incredibly grateful for the helping hands of local property owners, businesses, organizations, residents, volunteers, and partners. We are grateful, too, for the support of the de Blasio administration, Commissioner Gregg Bishop and his team at the Department of Small Business Services, as well as our local elected officials and the many other City agencies we work with: the NYPD and the 20th Precinct, CBs 4 and 7, the Departments of Sanitation, Parks and Recreation, Transportation, Design and Construction, Consumer Affairs, Homeless Services, Fire, Environmental Protection, Health and Mental Hygiene, Youth and Community Development, and the Mayor's Office of Citywide Event Coordination and Management.

A special thanks to Ogden CAP Properties, LLC, Fordham University and Lincoln Center for the Performing Arts for additional programmatic support.

We look forward to continuing our strong partnerships, programs and initiatives for years to come.

STREETSCAPE AND BEAUTIFICATION PROGRAM

A. Bulfamante

Landscaping

AvalonBay

Communities

Broadway Mall

Association

Buttons & Zipper

Church of Jesus

Christ of Latter-day

Saints

The Family of Paul

Milstein

The Family of Richard

Tucker

Glenwood

Greenacre

Foundation

Lincoln Center for

the Performing Arts

New York City

Council & Council

Member Helen

Rosenthal

Ogden CAP

Properties, LLC

Raymour & Flanigan

The Copley

Condominium

The Residents of 15

Central Park West

The Residents of the

Allegro

Condominium

The Residents of the

Grand Millennium

The Residents of the

Harmony

The Residents of

One Lincoln Square

The Residents of the

Park Millennium

The Sofia

Condominium

Three Lincoln Center

Condominium

Trump International

Hotel & Tower

The Walt Disney

Company

NVC Department of

Parks

Suzanne Davis & Rolf

Chilhausen

Del Rene Goldsmith

Renee Hoffman

Nancy Kaplan

Valerie Markwood

Ilse Melamid

Carol Nemo

Bernice Schoket

WINTER'S EVE AT LINCOLN SQUARE

Presenting Sponsor

Time Warner

Premier Partner

Glenwood

Platinum Plus

Ogden CAP

Properties, LLC

TD Bank

The Shops at

Columbus Circle &

Related

Platinum

Extell Development

Con Edison

Millennium Partners

Gold

Fordham University

New York Institute of

Technology

PJ, Clarke's

Trump International

Hotel & Tower

Silver

AvalonBay

Communities

Fidelity Investments

Mount Sinai

Lowe's Home

Improvement

Bronze

15 Central Park West

Bonafide Estates

Mandarin Oriental,

New York

Lendlease

Rosa Mexicano

The Smith

Friends of the Festival

Intersection

The Empire Hotel

Bar Boulud |

Epicerie Boulud |

Boulud Sud

Media Sponsors

WABC-TV

WNBT

WBGO

MVP | NY (IN New

York & Where

Magazines)

WFUV

Yelp

New York Family

Other Supporters

Church of Jesus

Christ of Latter-day

Saints

Citymeals on Wheels

Council Member

Helen Rosenthal &

the New York City

Council

Milstein Properties

New York Cares

Professional

Children's School

Streetplus

Whole Foods Market

And, all of the

neighborhood's

businesses &

organizations that

help make Winter's

Eve a success.

SUMMER PROGRAMMING

TD Bank

Council Member

Helen Rosenthal

Hubert's Lemonade

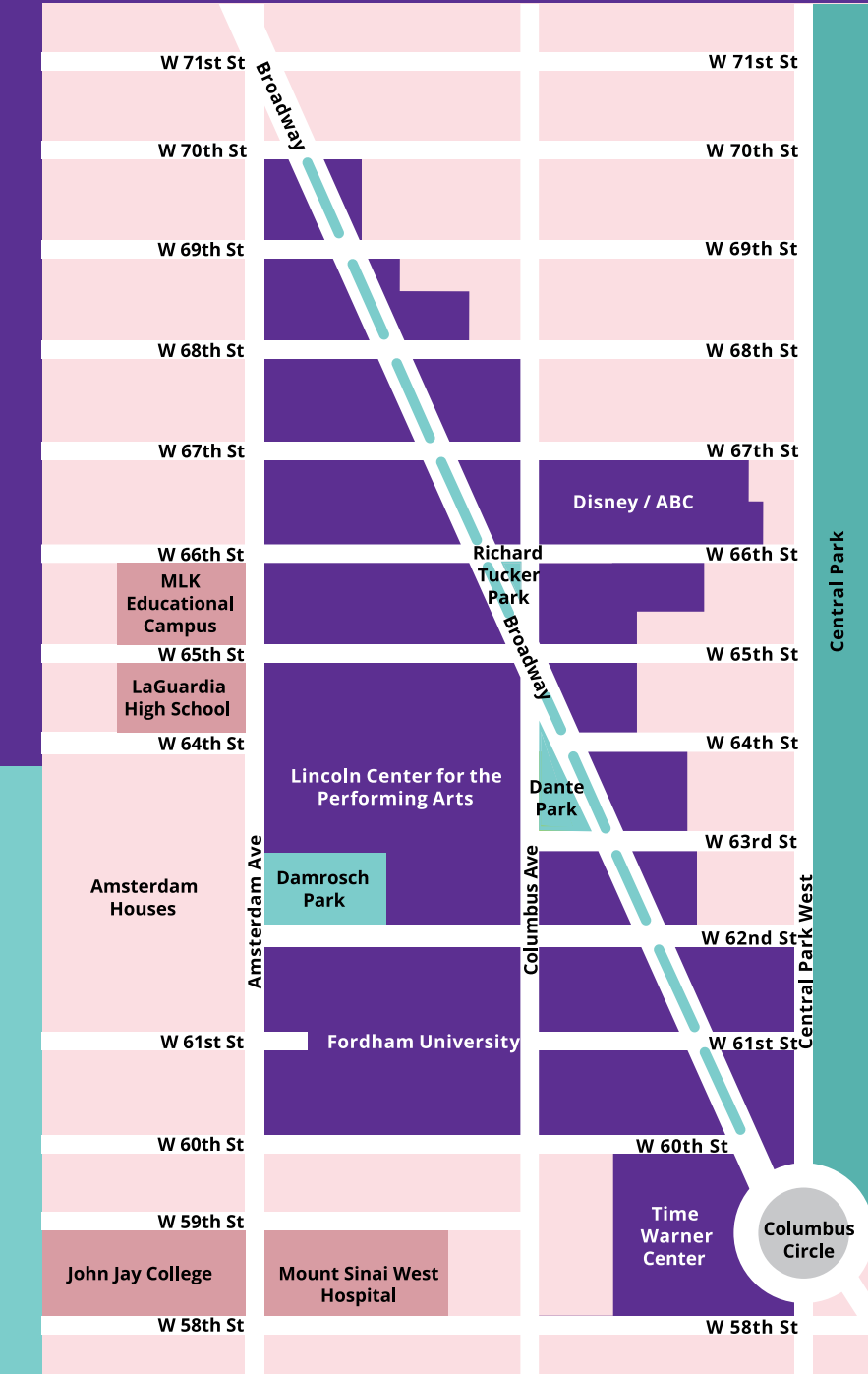
West Side YMCA



Lincoln Square

Business Improvement District

←



Lincoln Square District Management Association, Inc.
1841 Broadway, Suite 1112, New York, NY 10023
Tel: 212.581.3774 / info@lincolnsquarebid.org
lincolnsquarebid.org

f /lincolnsquareBID

@lincolnsquareNY

@lincolnsquareNY

Financials

STATEMENTS OF FINANCIAL POSITION			
	(Unaudited) Mar 2018	Audited June 2017	Audited June 2016
ASSETS			
Cash	\$ 1,841,199	\$ 1,189,918	\$ 1,227,238
Contribution receivable	21,157	21,157	8,500
Prepaid and other assets	29,590	29,590	29,590
TOTAL	\$ 1,891,946	\$ 1,240,665	\$ 1,265,328
LIABILITIES/NET ASSETS			
Liabilities	\$ 701,858	\$ 140,033	\$ 126,256
Net assets	1,190,088	1,100,632	1,139,072
TOTAL	\$ 1,891,946	\$ 1,240,665	\$ 1,265,328

Summary of Financial Statements dated December 8, 2017, prepared by Skody Scot & Company CPAs PC. March 2018 represents 9 months of operations.
A copy of the complete audited financial statements is available upon request, or can be downloaded from our website at www.lincolnsquarebid.org

Operating Budget - Fiscal Year June 30, 2019

	Total	Marketing	Safety	Sanitation	Capital	Development	Admin
SUPPORT AND REVENUE							
Assessment revenue	\$ 2,800,000						
Contributions/grants	381,000						
TOTAL	2,981,000						
Expenses							
Salaries	794,880	196,370	137,030	\$ 131,090	102,160	\$ 114,650	\$ 113,580
Payroll taxes/benefits	160,900	34,200	27,700	26,900	22,700	24,400	25,000
Outside contractors	1,523,500	68,000	480,000	830,000	145,000	500	
Equipment	28,000		1,500	2,500	10,000		14,000
Supplies	52,000	34,500	2,000	2,000	5,000	500	8,000
Rent	165,000		2,500	2,500			160,000
Project expenses	420,500	415,500			5,000		
Insurance	15,000						15,000
Professional fees	35,000						35,000
Contingency	30,000	9,000	9,000	9,000	3,000		
Other	47,500						47,500
TOTAL	3,272,280	757,570	659,730	1,003,990	292,860	140,050	418,080
Increase in net assets	\$ (291,280)						

STATEMENTS OF ACTIVITIES			
	(Unaudited) Mar 2018	Audited June 2017	Audited June 2016
SUPPORT AND REVENUES			
Assessment revenue	\$ 1,800,000	\$ 2,300,000	\$ 2,166,665
Contributions/grants	418,464	807,078	716,901
TOTAL	2,218,464	3,107,078	2,883,566
EXPENSES			
Marketing/development	645,846	1,119,573	997,022
Safety	392,888	515,882	480,160
Sanitation	654,396	859,837	850,517
Public improvements	188,080	250,402	213,158
Administration	286,238	399,824	387,290
TOTAL	2,167,448	3,145,518	2,928,147
Increase in net assets	\$ 51,016	\$ (38,440)	\$ (44,581)



Board

OFFICERS

Gary Jacob

Chair and Chair of

Executive Committee

Glenwood Management

Betty Cohen

Century 21 Department

Store

Gerry Creamer

Residential Property

Owner

Suzanne Davis

Residential Property

Owner

Abigail Black Elbaum

Ogden CAP Properties,

LLC

(Alternate: Lester Wahlb)

Hank Foley

New York Institute of

Technology

(Alternate: Leonard Aubrey)

Doug Griebel

Rosa Mexicano

Scott Griffith

The Empire Hotel

(Alternate: Andrew

Hendricks)

Susanne Hatje

Mandarin Oriental, New

York

(Alternate: Daniel

Bettinardi)

Laura Kirschbaum

Extell Development

Lydia Kontos

Kaufman Music Center

Burt Lazarin

(non-voting member)

(represented by Pete Diaz)

Community Board 4

Bobbie Lloyd

Magnolia Bakery

(Alternate: Sara Gramling)